



Local  
Government  
Commission



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# Santa Ana River

Watershed Ambassador Program

For Local Policymakers

Workshop Three: Communicating the Value of Water

## Attendee Packet

June 2, 2020 / June 4, 2020

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### Zoom Instructions

Additional support can be found at: <https://support.zoom.us/>

If you have never used Zoom before, you can [join a test meeting](#) to familiarize yourself. You can also join our Tech Check between 12:30 and 1:00 pm. **We highly recommend all registrants log on to the call 15 - 20 minutes before it starts**, as heavy user traffic on the hour causes Zoom to slow down. This will also allow time to figure out your audio/video logistics and settle in.

1. Join <https://lgc.zoom.us/j/91843675321> to see the PPT presentations and view your fellow attendees video cameras
2. If available, turn on your video camera
3. Choose your audio source:
  - a. Either - Computer/Internet audio
  - b. OR - Dial in on phone
    - i. If you are choosing to use your phone as your audio for the workshop:
      1. Dial your local phone number from below. If you get a busy signal, try one of the alternative numbers:  
  
+1 669 900 6833 US (San Jose)  
+1 346 248 7799 US (Houston)  
+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

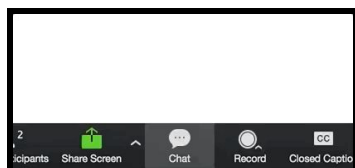
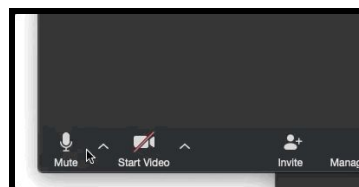
+1 253 215 8782 US

+1 301 715 8592 US

2. Enter Meeting ID [918 4367 5321](#)
3. Enter your [participant ID](#) (listed on the meeting log in page) when prompted

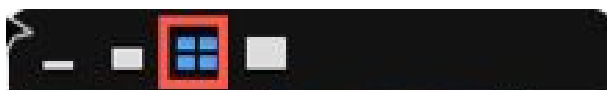
### Other Instructions

**To Mute yourself:** In the lower left corner of the zoom screen, click the microphone icon

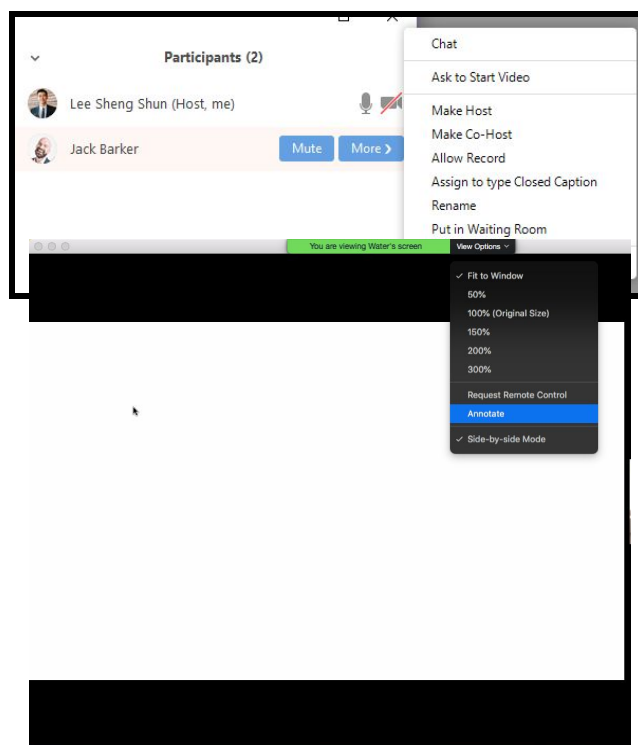


**To use the chat box:** If you have a question/comment at any point in the day, you can use the chat box function at the bottom of the screen and communicate with individuals or the group.

**To see multiple speakers:** use Gallery View by selecting the 4x4 Grid icon, at the top of the panel.



**To rename yourself:** move mouse to activate menu on bottom of screen, click participants option, click/highlight your name in participant list, choose rename and type in the name you would like to use



For annotating the whiteboard, wait until LGC shares the white board, then click “View Options”> “Annotate.”

## Agenda

### Workshop Three: Communicating the Value of Water

June 2, 2020 / June 4, 2020

12:30 PM	<b>Log In</b> <a href="https://lgc.zoom.us/j/91843675321">https://lgc.zoom.us/j/91843675321</a>	The Local Government Commission team will be online to troubleshoot technical issues. We highly encourage you to join early.	
1:00 PM	<b>Session 1 - Welcome &amp; Framing</b> We will begin by reviewing the workshop agenda and objectives for the day, followed by group discussion to get to know the staff and other participants. The session will conclude with lessons learned from the Community Water Experiences Ethnographic Assessment.	Led by Emily Finnegan, Local Government Commission & Local Elected Host  <i>June 2</i> Deborah Robertson Mayor, City of Rialto  <i>June 4</i> Jacque Casillas Vice Mayor, City of Corona	For Reference: <a href="#">Santa Ana River Watershed Community Water Experiences: An Ethnographic Strengths and Needs Assessment</a>
1:30 PM	<b>Session 2 - Discussion: Local Communication Barriers - What We Know</b> We will review findings from the participant pre-workshop survey before participants complete the Communications Self Assessment Checklist. Attendees will then explore and discuss common communication barriers.	Led by Emily Finnegan, Local Government Commission	<a href="#">Participant Worksheet</a> Pages 1-3
1:50 PM	<b>Session 3 - We're Better Together</b> Understand how to use a strategic approach to developing lasting interagency and inter-departmental partnerships within your community.	Presentation by Melissa Elliott, Raftelis	
2:10 PM	<b>Session 4 - Building Community Partnerships: A Local Perspective</b> Hear from local experts on regional examples of partnering to improve water-related communications.	<i>June 2</i> Presentation by Amanda Fine, Eastern Municipal Water District  <i>June 4</i>	

	Presentations will be followed by Q&A.	Presentation by Janet Anderson, Quail Valley Environmental Coalition & Letisia Vazquez, Quail Valley resident	
2:40 PM	Stretch Break		
2:50 PM	<b>Session 5 - Breakout Groups: Action Plan to Build and Grow Your Community Relationships</b> Using a facilitated series of questions, participants will think through the first steps of how they can develop meaningful, mutually beneficial relationships across sectors, agencies, and departments.	<i>Breakout Room Session</i>  <u>Facilitators:</u> <b>Group 1:</b> Emily Finnegan, LGC <b>Group 2:</b> Danielle Dolan, LGC <b>Group 3:</b> Melissa Elliott, Ratelis <b>Group 4:</b> Susana Villegas, SVPR Communications <b>Group 5:</b> CivicSpark Fellows <b>Group 6:</b> CivicSpark Fellows <b>Group 7:</b> Atley Keller, LGC	Facilitator's Guides <ul style="list-style-type: none"> <li>• <a href="#">Group 1</a></li> <li>• <a href="#">Group 2</a></li> <li>• <a href="#">Group 3</a></li> <li>• <a href="#">Group 4</a></li> <li>• <a href="#">Group 5</a></li> <li>• <a href="#">Group 6</a></li> <li>• <a href="#">Group 7</a></li> <li>• <a href="#">Group 8</a></li> </ul> <a href="#">Participant Worksheet</a> Page 4
3:10 PM	<b>Session 6 - The Value of Inclusive Communications</b> Learn how to take stock of your current communication program with an eye toward cultural and linguistic inclusiveness.	Presentation by Susana Villegas, SVPR Communications	
3:25 PM	<b>Session 7 - Breakout Groups: Action Plan to Enhance Inclusivity</b> Using a facilitated series of questions, participants identify areas where they can help bridge potential gaps in information sharing, transparency, and cultural awareness in how their agencies/organizations serve their communities.	<i>Breakout Room Session</i>  <u>Facilitators:</u> <b>Group 1:</b> Emily Finnegan, LGC <b>Group 2:</b> Danielle Dolan, LGC <b>Group 3:</b> Melissa Elliott, Ratelis <b>Group 4:</b> Susana Villegas, SVPR Communications <b>Group 5:</b> CivicSpark Fellows <b>Group 6:</b> CivicSpark Fellows <b>Group 7:</b> Atley Keller, LGC	Facilitator's Guides <ul style="list-style-type: none"> <li>• <a href="#">Group 1</a></li> <li>• <a href="#">Group 2</a></li> <li>• <a href="#">Group 3</a></li> <li>• <a href="#">Group 4</a></li> <li>• <a href="#">Group 5</a></li> <li>• <a href="#">Group 6</a></li> <li>• <a href="#">Group 7</a></li> <li>• <a href="#">Group 8</a></li> </ul> <a href="#">Participant Worksheet</a> Page 4
3:55	Stretch Break		

4:05 PM	<b>Session 8 - Communicating in the Spotlight</b> Attendees will learn how to anticipate and communicate effectively when an issue arises that puts public confidence at risk. Presentation will be followed by Q&A.	Presentation by Melissa Elliott, Raftelis	
4:35 PM	<b>Session 9 - Discussion: Summing It All Up</b> Attendees will receive a summary of takeaways, and talk through how to implement identified changes when they return to the office.	Led by Emily Finnegan, Local Government Commission	<a href="#">Participant Worksheet</a> Page 5
4:50 PM	<b>Session 10 - Resources and Next Steps</b> The workshop will conclude with resources and opportunities to advance your inclusive communications and build your capacity to better coordinate across agencies.	Led by Emily Finnegan, Local Government Commission	
5:00 PM	<b>Adjourn - Transition to Virtual "Adjustment" Hour</b>		
5:15 PM	<b>Wine &amp; The Watershed: A Virtual "Adjustment" Hour</b> Grab a drink and join us for post-training networking opportunities and activities!		

## Speaker Bios

### Local Government Commission Facilitators

#### Emily Finnegan, Water Project Manager, Local Government Commission

Emily oversees LGC's sustainable groundwater management projects and supports training design and delivery for local governments and community leaders. Emily previously served as LGC's Project Associate, managing the CivicSpark Water AmeriCorps Fellowship. Emily holds a B.A. in Political Science and Globalization Studies from the University at Albany, State University of New York.

#### Atley Keller, Water Project Manager, Local Government Commission

Atley Keller serves as a Project Manager for LGC's water program. She joined LGC in 2016 as a Project Coordinator. She serves as the lead for several of LGC's integrated water and land use projects. Atley graduated from UC Davis with a B.S. in Environmental Policy Analysis and Planning, emphasizing in water management. She received a Masters of Natural Resources from Oregon State University, specializing in Water Conflict Management and Transformation.

### Local Hosts

#### June 2nd - Mayor Deborah Robertson, City of Rialto

Mayor Deborah Robertson's visionary and distinctive leadership style has thrust the City of Rialto into the national spotlight as a recognized leader in the areas of public-private partnerships, business development and job creation. Her distinguished public service career has included 12 years on the Rialto City Council, leadership positions at the Southern California Association of Governments, the San Bernardino Associated Governments (SCAG), and more than 20 years with the California Department of Transportation. She holds an undergraduate degree in Urban Planning from the University of California, San Diego, a Masters in Public Administration from the City University of New York Bernard Baruch College and is a National Urban Fellows recipient. She is also a past participant of the Southern California Leadership Network

#### June 4th - Vice Mayor Jacque Casillas, City of Corona

Born and raised in the historic downtown of Corona, Jacque attended local public schools and went on to earn a bachelor's degree in Political Science from the University of California, San Diego and a Masters degree in Public Policy from UCLA Luskin School of Public Affairs. Jacque has dedicated her career to serving marginalized communities earning a reputation as an effective and collaborative leader. She got her start as a community organizer working with underrepresented communities to increase civic engagement. Since then, Jacque has led countywide Latino voter registration efforts, collaborated to establish screening and treatment for low-income mothers suffering from postpartum depression, and has spearheaded countless

initiatives to ensure access to high-quality, non-judgmental reproductive health care regardless of income or immigration status.

## **Local Speakers**

### **June 2nd - Amanda Fine, Senior Public Affairs Program Manager, Eastern Municipal Water District**

In her role, Amanda serves as EMWD's liaison with the cities of Menifee and Perris and portions of unincorporated Riverside County. Amanda also manages EMWD's digital communications, social media and video production program. Amanda has been with EMWD since 2016. Previous to her time with EMWD, Amanda worked in public relations for a national law firm and a children's hospital. Amanda is a member of the Public Relations Society of America (PRSA) and the California Association of Public Information Officials (CAPIO). In 2013 was named the PRSA Central California Rookie of the Year. Amanda has a Bachelor of Arts degree in public relations from Fresno State and currently lives in Riverside, Calif.

### **June 4th - Janet Anderson, President, Quail Valley Environmental Coalition**

*Bio coming soon.*

### **June 4th - Letisia Vazquez, Quail Valley resident**

*Bio coming soon.*

## **Expert Speakers**

### **Melissa Elliott, Director of Strategic Communication Services, Raftelis**

Melissa's 25+ year public relations career is focused on helping water and wastewater utilities and municipalities tell their stories. She oversees strategic communication planning, stakeholder engagement and risk communication strategies for Raftelis. She also provides strategic counsel and facilitates public involvement efforts and public meetings. Melissa has extensive experience working with elected officials, stakeholders and the public on issues as diverse as drought, water quality, potable reuse, affordability, rate structure change, impactful construction projects, rate increases, customer assistance programs and demand management. Highly active in the water industry, Melissa is President-Elect of the American Water Works Association, is a former chair of AWWA's Public Affairs Council, and a regular volunteer for The Water Research Foundation. She has an M.S. in technical communication and a B.A. in journalism and is Accredited in Public Relations (APR) from the Public Relations Society of America.

### **Susana Villegas, President, SVPR Communications**

Susana is a bilingual communications professional with extensive experience in San Diego city government, political campaigns, the private sector, and community-based organizations. She is a former Policy Advisor to the San Diego City Council and has coordinated over a dozen local campaigns for mayor, city council, school board, California State Assembly, and ballot

propositions. Susana also has prior experience in the U.S.-Mexico telecommunications industry. Susana is a trusted community member, having worked as Director of External Affairs for Casa Familiar, a non-profit organization serving the border communities of the San Diego/Tijuana region. She serves on the Chancellor's Community Advisory Board of the University of California, San Diego, and on the board of directors of the Sharp Chula Vista Medical Center, the Barrio Logan College Institute, the Chula Vista Chamber of Commerce, the Chula Vista Charitable Foundation, and the Southwestern College Foundation. Born and raised in Mexico City, Susana holds a degree in Communication Sciences from the Universidad del Valle.



## Conference Call Bingo Card

If you hear one of these phrases during the day, mark your BINGO card (either virtually or print it out in advance). Be the first to yell “ BINGO!” during the Workshop, share your 5 squares in a row, and you’ll receive a \$5 Starbucks gift card!

HI, WHO JUST JOINED?	CAN YOU EMAIL THAT TO EVERYONE?	IS ____ ON THE CALL?	UH, ____ YOU'RE STILL SHARING...	HEY, GUYS, I HAVE TO JUMP TO ANOTHER CALL
(SOUND OF SOMEONE TYPING, POSSIBLY WITH A HAMMER)	(LOUD, PAINFUL ECHO/ FEEDBACK)	(CHILD OR ANIMAL NOISES)	HI, CAN YOU HEAR ME?	NO, IT'S STILL LOADING.
NEXT SLIDE, PLEASE.	CAN EVERYONE GO ON MUTE?	I'M SORRY; I WAS ON MUTE	(FOR OVERTALKERS) SORRY, GO AHEAD	HELLO? HELLO?
SO (cuts out) I CAN (unintelligible) BY (cuts out) OK?	SORRY I'M LATE (INSERT LAME EXCUSE.)	I HAVE A HARD STOP AT...	I'M SORRY, YOU CUT OUT THERE.	CAN WE TAKE THIS OFFLINE?
I'LL HAVE TO GET BACK TO YOU.	CAN EVERYONE SEE MY SCREEN?	SORRY, I WAS HAVING CONNECTION ISSUES.	I THINK THERE'S A LAG.	SORRY, I DIDN'T CATCH THAT. CAN YOU REPEAT?

# CONFERENCE CALL BINGO

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